

omnisend

The Ultimate Email Send Checklist



Basic Elements

- ☐ **Subject line:**

Is your subject line compelling, accurate, and the appropriate length? Check for typos and to ensure it matches the right campaign and offer. As a general rule, stick to less than 60 characters for desktop view and 30 for mobile. [Test your subject line.](#)
- ☐ **Personalization:**

If using personalization, devise a safeguard so that the dreaded [First_Name*] doesn't make an appearance.
- ☐ **Preheader text:**

Make sure you use preheader text that complements the subject line, but does not repeat it—especially if the subject line gets cut off in the inbox view.
- ☐ **Sender name/address:**

Your sender name should reflect your brand. You can experiment with using something a little more personal, like “Tracy at Omnisend,” as long as it is clear who is sending the email.
- ☐ **Footer:**

In your footer, subscribers should find your business address, contact information for support, and an unsubscribe link. We also recommend adding your social media links.

Check Your Email Content

- ☐ **Body text:**

Is your text short, sweet, and to the point? Remember the goal of the email and make your copy match.
- ☐ **Images:**

Are your images linked to the right page and include ALT text? Do they render well on different devices? Ensure images are desktop and mobile friendly.
- ☐ **Call-to-action (CTA):**

Most emails have more than one CTA. Do you have a primary and secondary CTA? Is it clear what you want your customers to do next?
- ☐ **Perform a squint test:**

Squint at your content. Does your CTA stand out? Is it easy to understand the next step you want your subscriber to take?
- ☐ **Preview your email:**

Use your email marketing platform’s preview tool to view the message on both mobile and desktop. Double-check your images, text, links, etc. If you include text, make sure it doesn’t look like a wall of text in the preview.
- ☐ **Send a test email:**

Send your email to yourself and a

colleague (two pairs of eyes are always better than one), and check it both on desktop and mobile. Is the sender name and subject line correct? Click on every image and text link to ensure they function properly.

Schedule Your Email and Record Results

- ☐ **Check your lists/segments:**

Are you sending the email to the right audience? Double-check the lists and segments for the campaign. Just as important, select any exclusion segments, such as inactive contacts or recent purchasers.
- ☐ **Send date and time:**

Select both the correct date and time to send your email.
- ☐ **Booster send (reemail):**

If you opt to send a Booster email to non-openers, we suggest scheduling it for 48 hours after the original send date. Be sure to change the subject line for the reemail.
- ☐ **Reporting:**

Include the email in your reporting spreadsheet and record all key metrics such as open, click and conversion rate, and revenue-per-email (RPE). Flag any metric that is abnormally high or low.



That's it! Follow these steps for greater open rates and higher conversions!

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